

Title Page

APR 21 1925 ✓

Don't Pinch ✓

©CIL 21375C

a Photoplay in 2 reels ✓

author ^{By F. Lee Thompson} of Photoplay Christie Filmed
Co Inc USA ✓

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APR 21 1925

PRESS SHEET

Bobby Vernon Comedies

Bobby Vernon



in
"DON'T PINCH"

©CIL 21375

Directed by Walter Graham



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

1138

JUDGE COMEDY VALUES ON "LAUGHS PER REEL" BASIS

"Don't Pinch" Will Assay More Entertainment Than Many Feature Productions

The value of a gold mine is based upon the value per ton of the ore taken out.

The real test of a motion picture is the amount of entertainment contained between the title and the trailer. If the picture is of a standard corresponding to low-grade ore, the amount of entertainment per reel will not compare with that contained in a real high-class offering.

Bobby Vernon Comedies are of the highest grade of entertainment and laughter-producing quality. There are more laughs in the half-hour of their length than are found in many of the feature productions three or four times as long.

"Don't Pinch" will assay more laughs to the two reels than any but exceptional five or six-reel features. As a box-office attraction Bobby Vernon has established himself and will draw patronage; as entertainment "Don't Pinch" has few equals and no superiors. Your patrons are due for a treat when you present this comedy to them.

The Story

Bobby is on the way to the costumer's to secure his outfit for a masquerade ball when he sees a big man attempting to take a hand-bag from an old man. Bobby rushes to the rescue, knocks out the big man and then finds that the bewhiskered man is a bank-bandit he has helped to escape from the police. The police start to chase Bobby but he finally outwits them and takes refuge at the costumer's and dons a Buster Brown outfit which successfully disguises him from the pursuing officers.

In another part of the city a rich old maid is telling a police officer that her nephew is lost and that she will give five hundred dollars for his return. She tells him that her nephew is dressed in a Buster Brown suit. Two crooks standing near overhear this and decide to find the boy and get the reward.

The officer and the two crooks start out looking for the lost boy and get Bobby through mistake. He puts up a fight but is finally taken to the station.

At the police station Bobby is having a terrible time trying to evade the officers and finally succeeds in getting them all locked in one cell but he is recognized as the robber's accomplice.

Bobby makes his escape and there is a wild chase. Bobby gets to the masquerade party and recognizes the bank-robber dressed in a masquerade costume. He finally captures the real robber and turns him over to the police and they all congratulate him.

Molly, Bobby's sweetheart, who has been indignantly awaiting Bobby's late arrival forgives him when she hears his story and all is well.



EDUCATIONAL-
BOBBY VERNON COMEDIES.
For Electro Order No. 3633-E
For Mat (Free) Order No. 3633-M

WHAT OTHERS SAY About Recent Vernon Comedies

"Bright Lights—This surely is a laugh producer. That is what we want. It's one of the best."

L. H. Baker, Star Theatre,
Montevideo, Minn
(From Amusements)

WHO'S WHO

in

"Don't Pinch"

Bobby.....BOBBY VERNON
His Girl.....Molly Malone
His Rival.....Victor Rodman
Detective.....Bill Blaisdell
Officer.....Eddie Baker

Directed by Walter Graham

EXPLOITATION

How many admissions walk right by your theatre—and look up an opposition house, or one that offers more for their money, or a more attractive program of entertainment?

There is no way of estimating this number, but it is certain that there is quite a percentage of the theatre-goers of today who shop around for their entertainment. Especially is this true where competition is keen—where the patron has a choice of two or three theatres.

You can't get super-features, great attractions or widely advertised and exploited pictures every day. The majority of your shows are average. What do you do to increase your attendance on the days of these average shows.

If you exploit only the feature, and this longer picture is only average, you will have to be satisfied with ordinary "drop in" attendance. But by exploiting your Short Subjects also—by giving these two reel comedies a place in your lights and lobby frames, you are adding to your appeal—and catching many of the admissions that ordinarily pass your door, for a good two reel comedy on your bill has a drawing power equal to many average features.

PARAGRAPHS For Your Program

Special comedy attraction—Bobby Vernon's new two reel side-splitter, "Don't Pinch."

* * *

"Don't Pinch," one of Bobby Vernon's fastest and funniest comedies. Two reels of lively entertainment.

* * *

In addition to the feature attraction—Bobby Vernon's new laughing two reeler, "Don't Pinch." A half hour of fun.

* * *

Twenty minutes of hearty laughter guaranteed when you see Bobby Vernon in his latest and funniest comedy, "Don't Pinch."

* * *

Bobby Vernon and a big cast of Christie Comedians, in a fast and funny comedy "Don't Pinch." You can't afford to miss it.

BOBBY VERNON'S NEW COMEDY HAS NEW COP KINKS

"Don't Pinch" One of Funniest Comedies By Young Star

(Newspaper review for use after showing of picture)

About the first comedies that attracted favorable attention in America introduced the comedy cops and a great percentage of the American made comedies since have employed the blue-coat in some capacity until a person would think that the possibilities for funny stuff with the minions of the law had become exhausted.

But Bobby Vernon, who is now making his own comedies, has produced a picture called "Don't Pinch" which is now playing at the Theatre, founded almost entirely on comedy business with the police, and it is so funny that it seems that the previous comedy cop comedies had only scratched the surface of the possibilities of this line of side-splitting entertainment.

Bobby is seen as a young man with a big heart which gets him into trouble when he rescues an old man from the assault of a big bully, only to find that the old man is a bank-robber and the bully is a detective. Bobby is sought as an accomplice to the bandit and disguises himself in a Buster Brown suit, only to be picked up as a lost child.

His efforts to escape the police before they recognize him as the much sought accomplice, and his escape and capture of the real bandit, make "Don't Pinch" one of the funniest pictures that Vernon has ever done.

"DON'T PINCH" IS VERNON'S LATEST

(Newspaper review for use after showing of picture)

Bobby Vernon is supplying a good half hour of hilarity at the Theatre this week in his two reel side-splitter, "Don't Pinch," the latest of this young star's new series of comedies.

Vernon is seen as a young man who gets himself into trouble through his kind heart and the comedy develops through his efforts to avoid the police. He chooses to disguise himself in a Buster Brown costume and dressed as a kid he outwits the police successfully and captures the bandit who was the cause of his predicament.

The Buster Brown outfit gives Vernon an opportunity to display his versatility as a child impersonator, one of his most successful characterizations. He is supported by Molly Malone.

CAN YOU IMAGINE A COMEDY WITHOUT ITS COMEDY COPS?



BOBBY VERNON

In a scene from
"DON'T PINCH"

For Electro Order No. 3634-E
For Mat (Free) Order No. 3634-M

VERNON POPULAR WITH JUVENILES

(Prepared as advance publicity story)

In many localities of the United States and in England where Educational-Bobby Vernon Comedies are well known, it has been found that Bobby is the most popular favorite among the Juvenile fans, especially the boys between the ages of six and twelve, who cheer and applaud the comedies.

Bobby's popularity with the youngsters may be due to the fact that he is a small fellow himself, although he is now twenty five years old. He has made some of his biggest hits when masquerading as a youngster such as he does in "Don't Pinch," his latest comedy which will be at the Theatre.

Bobby is one of the few comedians of the screen who have stuck to the two-reel comedies which have made him famous, most of the others preferring to try their luck in pictures of five or six reels. Bobby believes that the motion picture comedy is much more effective in two reels than it could possibly be in more reels.

Bluecoats Have Become Funny Film Workers' Faithful Standby

(Prepared as advance publicity story)

There is one handy "prop" or more strictly speaking, costume, which a comedy absolutely could not do without. That is the familiar blue coat of the comedy cop. From time immemorial—which on the screen means about twenty years, there have been policemen in the comedy movies. But nobody ever thinks of calling them policemen or officers of the law. They are "comedy cops."

There probably always will be comedy cops in the movies because the essential of comedy is the downfall of dignity. And that is frequently typified by the downfall of a comedy cop. The old time King's Jesters made their comedy by saying or doing some ridiculous thing in which the dignified royal personage was the butt of the joke. Now the cop has come in for the fooling because in our day he represents dignified law and order.

The comedy makers mean no disrespect to said dignity; it's all in fun and no one realizes it more than the police of Hollywood where the movies are made and where the best friends the comedy producers have are on the police force. Many's the time the comedy people have made their shots outside the Hollywood Police station and the real police have stood on the sidelines and joined in the laughs when the comedy cops are doing their stuff.

The comedy police force is again in evidence in Bobby Vernon's new comedy "Don't Pinch," which will be at the Theatre.

"DON'T PINCH" HAS BIG COMEDY CAST

(Prepared as advance publicity story)

Bobby Vernon will have a big cast with him in his latest two reel comedy, "Don't Pinch" which will be the funny spot on the bill at the Theatre.

As his leading lady will be seen pretty little Molly Malone who has appeared in many feature length attractions. Victor Rodman a favorite in Christie Comedies for years, Bill Blaisdell and Eddie Baker, well known "heavies" and other familiar comedians will also be seen in support. The direction is by Walter Graham.

Plenty of fast action is promised in this comedy which is said to be the best picture Vernon has ever made.

GENIUS

Genius is an infinite capacity for taking pains.

This piece of wisdom was mouthed several years ago—before the motion picture business was ever conceived. But it is as true of the art of motion picture exhibiting as it is of any other profession.

The great sculptors—painters—authors—architects—window dressers, sausage makers, taxi-drivers or ship captains—all have won their reputations through their capacity to take pains to perfect themselves in their professions.

The great motion picture exhibitors have won their reputations and their fortunes the same way.

In the line-up of lesser lights and ordinary workmen in every trade or profession are hundreds—thousands—sometimes millions, who never get beyond the mediocre stage in their chosen work. They comprise the great mass who just manage to exist.

The successful man is a product of hard work and imagination. The gift of inspiration and imagination comes to few but the capacity for hard work, observation and application is denied to none.

Lack of initiative has ruined more businesses and lives than all the panics and wars rolled together. The lack of aggressiveness—the tendency to follow the easiest path—has put more men in the poorhouse than has sickness or misfortune.

Roll up your sleeves and buckle down to facts and get to work. Analyze your business; plan your attack. When you have the facts, get busy.

Realize that times are changing and with them must change methods. In your profession it has been proven decisively that you must advertise your entire program for best results and it is only through the best results that you can attain success.



One Column by One Inch "Ad" Cut
For Electro Order No. 3635-E
For Mat (Free) Order No. 3635-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3636-E
For Mat (Free) Order No. 3636-M

For Three Column Cut on Page One Order
Electro No. 3637-E Mat (Free) No. 3637-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES For Newspaper "Ads"

Two reels of screamingly funny comedy—Bobby Vernon in "Don't Pinch"—a laughing treat.

* * *

Laughs?—Bobby Vernon's new Comedy, "Don't Pinch," is chock full of 'em! Don't miss it.

* * *

Bobby Vernon in one of those excellent Vernon Comedies, "Don't Pinch." It's two reels of fun.

* * *

Bobby Vernon in "Don't Pinch," a hilarious comedy of cops and crooks. Two reels of fast and funny entertainment.

* * *

Bobby Vernon and a big cast in "Don't Pinch," an Educational—Bobby Vernon Comedy. You'll enjoy every minute of it.

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